

Youth in photographs in Mladý svět magazine (1959-1989)

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Abstract:

The aim of this study is to analyze the way youth was visually represented in the photographs in Mladý svět magazine and to find out whether and how this representation has changed during the period from 1959 to 1989 depending on the changes of discourse practices and socio-cultural practices. The study also aims to uncover how the discourse of news photographs has mingled with the discourse on youth in socialist Czechoslovakia. The specific objective of this research is to analyze the photographs of Czechoslovak youth on the front pages of the magazine with focus on the news values and the ideological messages they mediate. For the analysis of photographs were used mixed methods. Quantitative content analysis was applied to determine the news values, social semiotic analysis was applied to identify the ideological messages and oral history method was used for the extension of the contextual framework. The research part is divided into three periods of time with respect to changes in the wider socio-cultural context: the 1960s (January 1959 to December 1967), the period of the Prague Spring and shortly after the occupation by the Warsaw Pact troops (January 1968 to March 1969), and the period of „normalization“ (April 1969 to December 1989).